CLAIMS

What is claimed is:

1. A method for tracking the distribution of content electronically, comprising the steps of:

(a) incorporating an electronic storage medium tracking identifier onto an electronic storage medium;

(b) detecting the tracking information when the package is coupled with a computer;

(c) transmitting the tracking information to a server computer; and

(d) determining appropriate support information utilizing logic in the server computer to transmit to the computer.

2. A method for tracking the distribution of content electronically as recited in claim 1, wherein the server computer performs a table lookup to determine the retailer that sold the package.

3. A method for tracking the distribution of content electronically as recited in claim 1, wherein the server computer is coupled to the computer via a network.

4. A method for tracking the distribution of content electronically as recited in claim 1, wherein the server computer transmits information utilizing an internet protocol.

5. A method for tracking the distribution of content electronically as recited in claim 1, wherein a transaction is written to a database memorializing processing.

6. A method for tracking the distribution of content electronically as recited in claim 1, wherein support information is passed to the server to identify pertinent support information.

7. An apparatus for tracking the distribution of content electronically, comprising;

(a) a optical disc electronic storage medium having a burst cut area; and

(b) a digital code stored in the burst cut area;

(c) the digital code representative of an identifier of content on the optical disc electronic storage medium;

(d) the apparatus including logic that detects the tracking information when the electronic storage medium is coupled with a computer;

(e) the apparatus including logic that transmits the tracking information to a server computer; and

(f) the apparatus including logic in the server computer that determines appropriate support information utilizing logic in the server computer to transmit to the computer.

8. An apparatus for tracking the distribution of content electronically as recited in claim 7, wherein the server computer performs a table lookup to determine the retailer that sold the package.

9. An apparatus for tracking the distribution of content electronically as recited in claim 7, wherein the server computer is coupled to the computer via a network.

10. An apparatus for tracking the distribution of content electronically as recited in claim 7, wherein the server computer transmits information utilizing an internet protocol.

11. An apparatus for tracking the distribution of content electronically as recited in claim 7, wherein a transaction is written to a database memorializing processing.

12. A program embodied on a computer readable medium for identifying and providing a response to the use of an electronic storage medium having an identifier incorporated thereon, the program comprising:

(a) a code segment that reads the identifier of the electronic storage medium upon being input into a computer by a user;
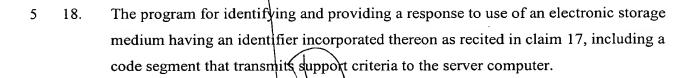
5   (b)   a code segment that detects the tracking information when the package is coupled
             with a computer;

      (c)   a code segment that transmits the tracking information to a server computer; and

      (d)   a code segment in the server computer that determines appropriate support
             information utilizing logic in the server computer to transmit to the computer.

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      13.   The program for identifying and providing a response to use of an electronic storage
             medium having an identifier incorporated thereon as recited in claim 12, wherein the
             server computer performs a table lookup to determine the retailer that sold the
             package.

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      14.   The program for identifying and providing a response to use of an electronic storage
             medium having an identifier incorporated thereon as recited in claim 12, wherein the
             server computer is coupled to the computer via a network.

20   15.   The program for identifying and providing a response to use of an electronic storage
             medium having an identifier incorporated thereon as recited in claim 12, wherein the
             server computer initiates support of authorized information utilizing a transaction
             from the server computer.

25   16.   The program for identifying and providing a response to use of an electronic storage
             medium having an identifier incorporated thereon as recited in claim 12, wherein a
             transaction is written to a database memorializing processing.

      17.   The program for identifying and providing a response to use of an electronic storage
30   medium having an identifier incorporated thereon as recited in claim 12, including a
             code segment that receives live support information from the server computer.

5   18.   The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 17, including a code segment that transmits support criteria to the server computer.

     19.   The program for identifying and providing a response to use of an electronic storage

10   medium having an identifier incorporated thereon as recited in claim 12, including a code segment that posts support indicia of video, user information, and a suitable player to a database.